

Sales
Retail

1221	_____	1222	_____
1222	_____	1223	220, 28, 29
1223	_____	1226	_____
1224	_____	1229	_____
1225	26, 7, 10	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1230	_____		

DATE: 11/10/97

TO ROU: 1200, (PLEASE DISTRIBUTE TO ALL MGR'S / SALES REPS. / RETAIL REPS. WHO HANDLE PENGUIN KEY FOOD LOCATIONS, CID # 3392-00-00)

FROM: JIM MALLARDI
ACCOUNT MANAGER

SUBJECT: PENGUIN KEY FOOD SOM RESULTS FROM 3RD QT. 1997

AS INFORMATION RJR 'S SHARE OF MARKET IN PENGUIN KEY FOOD CHAIN FOR 3RD QT. 97 IS

	1996	2ND QT.97	3RD QT.97	DIFF. FROM 96
RJR F.P SOM	10.96%	11.14%	10.21%	-0.75%
RJR SAVINGS SOM	NONE	0.86%	0.41%	+0.41%
TOTAL SOM	10.96%	12.00%	10.62%	-0.34%
CAMEL SOM	0.69%	0.90%	0.51%	-0.18%
DORAL SOM	NONE	0.86%	0.41%	+0.41%
WINSTON SOM	3.30%	3.04%	3.55%	+0.25%
SALEM SOM	4.16%	5.36%	4.99%	+0.83%

AS YOU CAN SEE, WINSTON SOM HAS INCREASED FOR THE FIRST TIME ALL YEAR DURING THE THIRD QUARTER. I FEEL THIS IS DUE TO THE THREE NEW WINSTON BOX STYLES WHICH WERE INTRODUCED DURING AUGUST (FF BOX, LT. BOX, & LT. BOX 100).

EVEN THOUGH SALEM SOM IS STILL POSITIVE YEAR TO DATE, IT DID SLIP A LITTLE DURING THE 3RD QUARTER. HOPEFULLY THE NEW SALEM BOX AUTOMATIC DISTRIBUTION SCHEDULED DURING THE FORTH QUARTER WILL HELP SALEM SOM.

DORAL ALSO SLIPPED DURING THE 3RD QUARTER. SINCE DORAL IS THE ONLY SAVINGS BRAND IN DISTRIBUTION IN ALL KEY FOOD LOCATIONS, I FEEL WE HAVE A GOOD OPPORTUNITY TO GROW SOM. DURING NORMAL COVERAGE, PLEASE VOICE MAIL ME IF ANY OF YOUR KEY FOOD LOCATIONS DO NOT HAVE DORALS IN DISTRIBUTION. ALSO, LETS ENSURE DPC DISPLAYS / PRICE COMMUNICATION IS VISIBLE TO THE CONSUMERS.

AS INFORMATION, RJR DPC PROMOTIONAL SCHEDULER / CALENDAR HAS BEEN DEVELOPED FOR THE 4TH QUARTER AND HAS BEEN SENT OUT THROUGH YOUR ROU. (DPC DISPLAYS / BRANDS WILL VARY DEPENDING ON THE LOCATION). WORK REQUEST HAVE ALSO BEEN SENT. IF YOU HAVE NOT RECEIVED ANY OF THE ABOVE PLEASE VOICE MAIL ME AT 60437, AND I WILL GET YOU COPIES.

51847 1689

AS A REMINDER, WHEN CONTACTING YOUR LOCATIONS ENSURE YOU DEAL WITH STORE MANAGERS ONLY. NOT WITH COURTESY BOOTH PERSONNEL.

IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING PENGUIN KEY FOOD CHAIN PLEASE VOICE MAIL ME AT 60437.

THANK YOU FOR YOUR SUPPORT WITH THIS CHAIN.

THANK YOU

Jim

JIM MALLARDI

51847 1690

To: 1210 - New York ROU (ALVICA)
From: Mallardi, J
Posted: 11/10/97 15:13
Opened: 11/11/97 8:33
Subject: Key Food 3rd. Qt. SOM update.

HELLO ANN

PLEASE DISTRIBUTE ATTACHED LETTER TO ALL RETAIL REPS., SALES REPS, AND MANAGERS
WHO HANDLE PENGUIN KEY FOOD LOCATIONS.
CID# 3392-00-00.

THANK YOU
JIM MALLARDI

51847 1691